

# Transcending the swipe culture of modern love by putting the conversation first



[myswitchapp.com](http://myswitchapp.com) Atlanta GA

Software Crowdfunding Leisure App Tech

LEAD INVESTOR



**Rick Meekins**

Kiki & Corey have a great concept that I think will change the way people date online. This is really an important app as people seek more meaningful relationships and to have success on dating apps. Kiki & Corey, as CEO and COO have the passion, drive and tenacity to see this through and have gathered people around them to help make sure that this business is successful as a business. They are very clear on their mission and vision and take the time to ask the questions and get advice whenever they have had a gap. Between having a great app and the potential for great leadership, the SWITCH app is going to be a story that investors are going to be proud to have been part of.

Invested \$5,000 this round

## Highlights

- 1 Committed to a future where genuine connectivity & meaningful interactions are fostered thru tech.
- 2 The dating arena limits chances of connectivity, SWITCH disrupts by being an audio speed dating app
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- 3 SWITCH is a tech start-up that democratizes connection by using audio-tech first.

## Our Team



**Kiana Mincey** CEO

SWITCH is what stands out to me as an accomplishment. I have 2 degrees and have been successful in my career as a Producer, but starting an idea and seeing it through is by far the bravest thing I could ever do. I acted on an idea when most wouldn't.

I realized I had been having unprompted & candid conversations with single, successful peers about shared struggles on dating apps. It was then that I realized that a strong audio component has been missing in the dating landscape. SWITCH will disrupt the market with a revolutionary idea bringing a hybrid of the old school into new school dating.



**Corey Staples** COO



I would be remiss if I didn't acknowledge SWITCH as one of my most impressive accomplishments. Having been a student-athlete throughout my college tenure and attaining both a bachelor's and master's, my drive to succeed is instinctual.

## Pitch

### Problem

**54%**  
Believe Swipe culture is negatively affecting the current online dating landscape.

**47%**  
Believe Dating apps with swipe method (i.e. Tinder, Bumble, and Hinge) do not help people to find a real connection.

Dehumanizes us as people

Prioritizes surface level dating

### There is an unmet need

Of the same respondents,

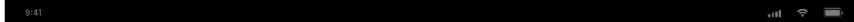
**77.5%**

said that a real-time conversation with a potential match prior to swiping right would aid them in making a better connection with someone on dating apps.

The market for dating apps still has an unused demographic of people who are looking for real-time connections.

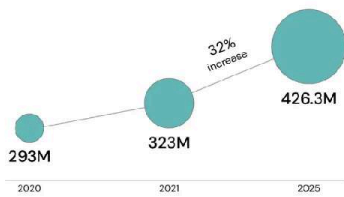
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Based on a survey of 200 people

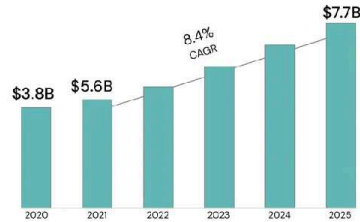


## Global dating app market

## Users

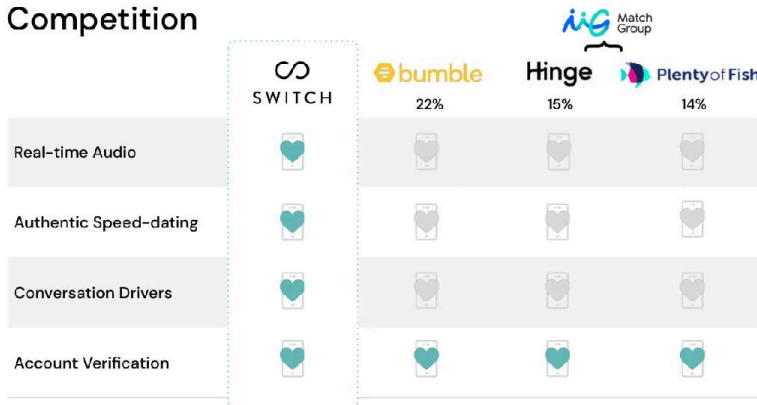


## Projected revenue



Source: @MarketToolal/Statista

## Competition

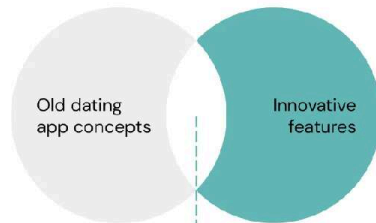


## Underlying magic

**Value Proposition:** The only audio-based dating platform that prioritizes putting a real-time conversation first.

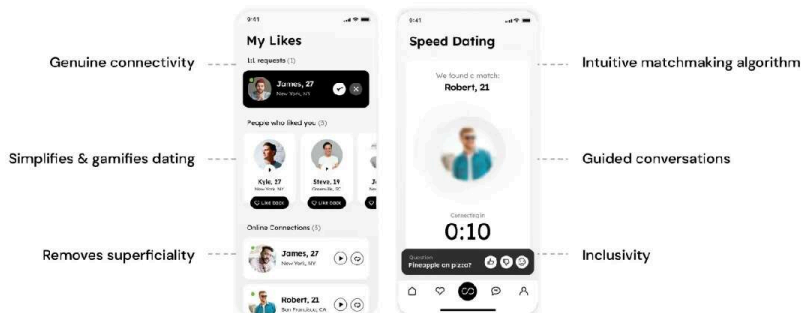


Switch completely reverses the old dating model by putting the conversation on the forefront, and putting locks/swiping on the back end.



SWITCH

## Solution



Connect first, Judge later

# Dating online re-imagined

An audio, speed dating platform

Scrollable feed of other Switch users that are nearby

'ChatRoulette' style "connect me with someone that fits my preferences and who is available right now" feature



This product rethinks how we communicate online and will alleviate the "hookup culture" associated with dating apps today.

## Target

Inclusive dating for anyone



25 - 35 year olds

Those who are craving authentic and genuine conversations that are not accessible in the current online dating market



LGBTQIA+ Friendly

Those who are seeking the ease and comfort of expression and security in the dating scene that is not available anywhere else

Sample user profile

Dating Dana



Age 26 years  
Location Denver, CO  
Job Traveling Nurse

"I'm so fed up with 'Swipe culture'. One of the biggest things that keeps me from going on a date is the fear of the awkwardness for the first 5 minutes of a conversation. Like as we go to vibrate enough to hold a conversation? What does his voice even sound like? With Switch, it eliminates a lot of my hesitation right off the bat!"  
(Real quote from participating Switch user)

Drive

Finding a companion who she can count on  
  
Balancing her busy work schedule with her social life

Goals & needs

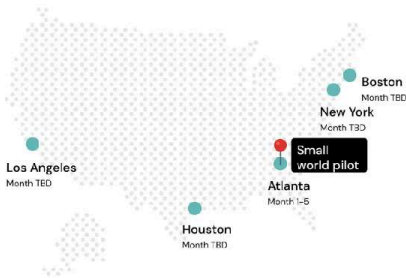
Going on dates & putting herself first  
  
Feeling out what a guy is really like before going out with him

Hesitation & pain points

Feeling like "swipe culture" is only good for hook-ups  
  
Wasting her time going on bad dates with people who don't suit her

## Go-to-market

Speed-dating and comedy events.



Online acquisition



Social media  
pay per clicks campaign



Micro influencers



Targeted media buying



App-Store Optimization

Offline acquisition



Grassroots  
word-of-mouth campaign



Switch marketing tour  
speed dating and comedy events



Partnerships  
selected b2c partnerships

## Business model



Subscriptions

Free      Switch Up (\$6.99/month)

Can only 'Like' 10 users per day

Can 'Like' unlimited users

Receive only (3) 1:1 Live Chat Request per week

Can send (5) 1:1 Live Chat Requests per week

Not subjected to as many ads.



Upsell opportunities

In-App user purchases

(1) More 1:1 Live Chat Request      \$ 1.99

(3) More 1:1 Live Chat Request      \$ 5.00

(10) More 1:1 Live Chat Request      \$ 12.00



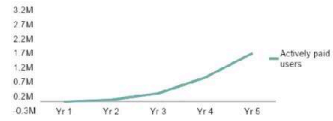
Advertisement on the platform and co-branded activities - "Switch Lobby"



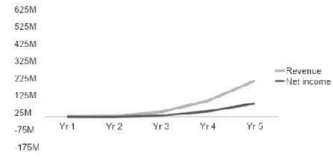
Affiliate fees with partners - "Conversation Drivers"

## Financials

### Actively paid users



### Projected revenue/profit



\$ '000	Yr1	Yr2	Yr3	Yr4	Yr5
<b>Revenue</b>	0	4,554	28,371	92,615	208,710
<b>Net downloads</b>	304	1,332	3,191	6,155	9,361
<b>Actively paid users</b>	-	67	288	842	1,684
<b>Expenses</b>	462	3,653	12,297	29,931	58,278
<b>Net income</b>	-513	-698	6,465	31,472	77,535

## Leadership team



**Kiana Mincey**  
CEO

Freelance Producer  
 ESPN  
 Kennesaw State University Master of Arts Integrated Global Communication  
 Bachelor of Science - Communication in Media Studies



**Corey Staples**  
COO

NCR Inside Sales Representative  
 Black News Channel Sales and Advertising Planner  
 Master of Science - Florida Agricultural & Mechanical University  
 Bachelor of Science - University of Florida Telecommunications - News



**Kati Fernandez**  
 Chief of Brand Strategy & Integration  
 ESPN+/ESPN Films - Director of Content Development & Integration

Empowering users to make impactful and intentional connections that transcend the swipe culture of modern love.

Connect first, Judge later.

Thank you

S W I T C H

info@myswitchapp.com

@switch\_app\_